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JOHN DEERE

John Deere Company, Atlanta
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Harold Norman
Branch Manager Dealer Development

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Attention: Dealer Principal

In light of the new Pay-for-Performance volume discount additive schedule that is being implemented in fiscal year 2007, the Atlanta Branch has conducted a comprehensive re-evaluation of the Area Of Responsibility (AOR) assignments across the Branch.

The goal of this activity is to assign the counties within the Branch in the most fair and reasonable manner, so the most accurate baseline is established for measuring each dealer's performance.

A consistent process was applied across the Branch using geographical proximity as the predominant factor. As a result this could lead to changes in your present AOR.

Your Territory Manager will be visiting you in the next few weeks to review any changes and to finalize paperwork.

Sincerely,

Harold Norman

Harold Norman

